

SPONSORSHIP CONTRACT

2019 National Principals Conference

July 18–20, 2019 | Boston, MA

principalsconference.org/exhibit-sponsorship



CONTACT INFORMATION:

Contact Name

Company Name

Email

Phone

Street Address

City

State/Province

Zip/Postal Code

Please submit all contracts to NASSPconferences@theYGSgroup.com.

PAYMENT INFORMATION:

Payment must accompany registration form. All remittance is due in US dollars.

American Express VISA MasterCard Discover

Check payable to the YGS Group

Billing Address: Same as above If different, please complete below:

Name on Credit Card

Card Number

3-4 Digit Security Code

Expiration Date

Billing Address

Phone

City

State/Province

Zip/Postal Code

Authorized Signature

Total: US \$ _____

The undersigned Sponsor enters into this Agreement with National Association of Secondary School Principals (NASSP) to purchase the above-listed program or product in exchange for the fee listed above. The General Terms And Conditions set forth on page 2 of this Agreement shall apply.

Sponsor Authorized Signature

Date

SPONSORSHIP TIERS

- Platinum Level: \$30,000+
- Gold Level: \$20,000+
- Silver Level: \$12,500+
- Bronze Level: \$7,500+

À LA CARTE SPONSORSHIPS

Receptions/Food & Beverage

- Dinner With Strangers: \$10,000 each (max 5)
- Attendee Boxed Lunch: \$60,000 exclusive (both days); \$30,000 per day
- Continental Breakfasts: \$55,000 exclusive (both days); \$28,000 per day
- Two Daily Coffee Breaks: \$12,000 per day; \$7,500 per break
- Water Hydration Package: \$5,000 exclusive

Education Sessions

- General Session Sponsorship: \$25,000 each
- General Session Chair Drop: \$1,250 each
- Concurrent Session Pathway Sponsorship: \$5,000 each

DISPLAY SPONSORSHIPS

- Charging Lounge: \$9,000 exclusive

APP SPONSORSHIPS

- Mobile App Sponsorship: \$8,500 exclusive

REGISTRATION & HOTEL SPONSORSHIPS

- Official Conference Tote: \$15,000 exclusive
- Official Conference Lanyards: \$7,500 exclusive
- Hotel Key Cards: \$7,000 exclusive

OTHER SPONSORSHIPS

- Report Card Passport Sponsor: \$600 each

OTHER PROMOTIONAL OPPORTUNITIES

- Mobile App Banner Ad: \$700 each
- Tote Bag Insert: \$2,000 each

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NASSP
NATIONAL
PRINCIPALS
CONFERENCE

GENERAL TERMS AND CONDITIONS

1. NASSP. National Association of Secondary School Principals (“NASSP”), a nonprofit tax-exempt association, is the leading organization of and voice for principals and other school leaders across the United States. NASSP seeks to transform education through school leadership, recognizing that the fulfillment of each student’s potential relies on great leaders in every school committed to the success of each student.

2. Sponsor. Sponsor desires to support NASSP’s mission and purposes by sponsoring certain events/items set forth on page 1 of this Agreement. Sponsor agrees that its sponsorship will have a specific and limited scope, consistent with NASSP’s nonprofit status and tax exemption and that no product promotion or advertising is intended or will be undertaken unless separately agreed in writing by the parties. Sponsor shall post NASSP’s annual meeting on its own calendar of events, to include a link to the NASSP event page; share the NASSP provided social media kit with its marketing department; use the designated conference hashtag when creating social media posts related to the event (where applicable); and share any NASSP provided signature images with their sales team so they may opt to promote the event and schedule advance meetings or appointments.

3. Deliverables. NASSP will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this Agreement. Where applicable, at the signing of this Agreement, NASSP will project the quantity and quality of items necessary for the agreed upon program.

4. Use of Name, Logo, or Marks. The NASSP name, logo, marks, and copyrights are the property of NASSP. Sponsor may not use the name, logo, marks, or copyrights of NASSP except as set forth in this Agreement, without the expressed written consent of NASSP. Sponsor agrees that NASSP may use Sponsor’s name, logo, marks, and/or copyrights solely to recognize the sponsorship in accordance with the corporate sponsorship law and regulations of the Internal Revenue Code.

5. Cancellation. No refunds are provided. Sponsor may cancel part or all of the Agreement in writing, but will be obligated to pay NASSP the full amount set forth on page 1 of this Agreement. NASSP reserves the right to cancel an item or event. In the event of cancellation by NASSP, Sponsor will be notified in writing and will receive a full refund. NASSP and Sponsor agree that in the event of cancellation by NASSP, the Sponsor’s sole remedy against NASSP shall be the refund of monies paid to NASSP by Sponsor pursuant to this Agreement.

6. Right of First Refusal. All returning Sponsors (a returning Sponsor is defined as a company that purchased the same program or product last year, but not necessarily the same item) will receive an exclusive opportunity to renew the Agreement for the following year. This gives all returning Sponsors the first right of refusal for their program or product. After this period ends, the first right of refusal is terminated and the program or product becomes available on a first come, first-served basis. Please note that renewals will be subject to price and benefit changes at the discretion of NASSP.

7. Attendees’ Personal Data. Sponsor may obtain personal data directly, in person, from attendees at an event that is the subject of this Agreement. In connection with Sponsor’s collection or other processing of such personal data, Sponsor shall be solely responsible to comply with all laws, including privacy, data protection laws, and other consumer protection laws such as the General Data Protection Regulation (GDPR) and ePrivacy rules applicable to personal data of individuals located in the European Economic Area, and equivalent laws in other jurisdictions. NASSP takes no responsibility for and shall have no obligation to assist Sponsor with any

aspect of Sponsor’s own efforts to collect or otherwise process personal data from attendees at the event. For purposes of this Agreement, the term “personal data” shall be interpreted broadly to include any information about an individual that is protected by any privacy, data security, or other consumer protection laws, and shall include at a minimum all information that identifies, makes identifiable, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual.

8. Indemnification. Sponsor agrees to indemnify and hold harmless NASSP, its officers, directors, members, employees, and agents from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys’ fees, costs, and other expenses, incurred on account of Sponsor’s willful or negligent acts or omissions in connection with the Sponsorship or this Agreement. NASSP agrees to indemnify and hold harmless Sponsor, its officers, directors, employees, and agents from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys’ fees, costs, and other expenses, incurred on account of NASSP’s willful or negligent acts or omissions in connection with the Sponsorship or this Agreement.

9. Force Majeure. NASSP shall not be responsible for a failure of performance of this Agreement due to an Act of God, war, disaster, strikes, civil disorder, or other emergencies making it advisable, illegal, or impossible to hold the event or deliver agreed-upon items. NASSP also does not guarantee attendance by meeting participants. NASSP shall not be responsible for and does not control exhibitor activities held within booth space that may be of similar nature to sponsored events or activities.

10. Signatures. A copy of this Agreement and any signatures herein shall be valid as an original.

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